

©CIL 20568 ✓

TITLE PAGE. ✓

SEP 15 1924 ✓

" SAVAGE LOVE " ✓

A Photoplay in 2 Reels! ✓

Directed By Scott Sidney. ✓

Author of Photoplay CHRISTIE FILM CO INC U S A. ✓

SEP 15 1924

# P R E S S   S H E E T

## *Christie Comedies*

# Jimmie Adams



©CIL 20568

## **"SAVAGE LOVE"**

Directed by Scott Sidney



EDUCATIONAL FILM EXCHANGES, Inc.

MADE IN U. S. A.

1160

## JIMMIE ADAMS IN "SAVAGE LOVE" WILL BE GENUINE SIDESPLITTER

### Whirlwind Speed Combined with Quality Makes This Comedy One of Christie's Best

"Savage Love" contains all the ingredients of a mighty successful comedy.

First, there's the well known Christie reputation for quality and this quality is apparent in the sets, lighting, photography and general excellence of this production.

Then there's the cast. Jimmie Adams, Vera Steadman, Natalie Joyce, Jimmie Harrison and Earl Rodney in the principal roles insure quality in that direction.

But the ACTION!—Oh man, you never saw such action in a Christie Comedy! When Jimmie Adams, as the pseudo cannibal, gets into his india-ink make-up, lets out a few south-sea island war-whoops and starts to be his cannibal self, the action speeds up way above the legal speed limit and the result is a continuous uproar of laughter.

#### The Story

Jimmie's pal is in a fit of blues. His girl, Vera, is determined to become a missionary and while she has the idea, she won't consider an engagement. She is determined to reform the cannibals.

Jimmie has an idea that if the girl only knew more about the dusky demons she wouldn't be so anxious to reform them. He suggests that they get a savage to disillusion the girl. The market on cannibals being short, his pal and a friend impress Jimmie into the cannibal impersonation.

At the house of his pal's fiancée, Jimmie acts in true south-sea island style. He assaults the butler, chases him about the house, prodding him with his spear every jump and at dinner he behaves outrageously, finally capturing the roast turkey and ruining the dinner. The girl is cured of her longing for any further acquaintance with cannibals, and Jimmie's pal slips the engagement ring on her unresisting finger.

The butler, in the meantime, bound on revenge, sics a bulldog on Jimmie. The "wild man" takes refuge in a lake and the water washes off the paint. As he looks shoreward, he spies his irate wife who asserts that she is prepared to lead her wild husband home and tame him until he purrs like a house cat.

### A Great Laugh Combination

Director, star and leading lady in "Savage Love" are comedy favorites who make a great combination, guaranteeing laughs galore. Scott Sidney is one of the oldest and finest directors in the short comedy field. Jimmie Adams for several years has been one of the most popular players in two-reel fun pictures, while



JIMMIE ADAMS IN  
EDUCATIONAL-CHRISTIE COMEDIES  
For Electro, Order No. 3239-E  
For Mat (Free) Order No. 3239-M

### WHAT OTHERS SAY About Recent Christie Comedies

"Aggravating Papa (Educational-Christie) with Jimmie Adams. Fine Comedy—Lots of laughs. Well up to the Christie standard. Dog does excellent work in this."

Walter H. Musson, Queen's Theatre, Hespeler, Ont., Canada.

Vera Steadman has won much applause for her fine work in Christie Comedies for several seasons.

### WHO'S WHO in "Savage Love"

Jimmie.....JIMMIE ADAMS  
His Pal.....Jimmie Harrison  
His Pal's Girl.....Vera Steadman  
Jimmie's Wife.....Natalie Joyce  
Butler.....Jack Duffy

Directed by Scott Sidney

### EXPLOITATION

The comedy on your program has come to be regarded by your public as an essential and highly entertaining portion of your bill. It is a real attraction drawing a bigger percentage of your attendance than its length would indicate.

To take full advantage of the box-office power of your short comedies, use as much effort to get your exploitation material in front of the public as you do on your longer picture. Clip the advance publicity stories out of this press sheet and send them to your newspaper with the cuts or mats; ~~secure your posters, slides and lobby photos in advance and use them liberally.~~ Treat your two reel comedy as a real vital portion of your bill and you will be more than repaid in the returns at the box-office.

### PARAGRAPHS For Your Program

In addition to the feature—two reels of side-splitting comedy—Jimmie Adams in "Savage Love."

\* \* \*

What makes the wild men wild? See Jimmie Adams in "Savage Love," two reels of fast and clever comedy.

\* \* \*

A half hour of hilarity in addition to the feature—Jimmie Adams and the excellent Christie Comedians in "Savage Love."

\* \* \*

You'll forget your blues and troubles when you see Jimmie Adams and Vera Steadman in "Savage Love," two reels of high class comedy.

\* \* \*

Do Wild Women Love Wild Men? See "Savage Love," the new Christie Comedy with Jimmie Adams for the answer. A half hour of fun.



## "SAVAGE LOVE" IS FULL OF COMEDY AND FAST ACTION

### Jimmie Adams Starred in Two Reels of Clever Fun

(Newspaper review for use after showing  
of picture)

One of the most uproarious comedies that has come from the Christie studios in some time is "Savage Love" a two-reel Educational-Christie Comedy with Jimmie Adams in the leading role, which is playing at the Theatre.

This comedy departs slightly from the farce type that has characterized the earlier Christie Comedies and embraces so much fast action that it borders on the slapstick style. However, the situations are very well handled and the general appearance of sets coupled with the talent used in the leading roles, makes this one of the best comedies ever turned out by this famous comedy producing company.

Jimmie Adams is cast as the obliging friend who agrees to impersonate a cannibal for the purpose of dissuading his pal's fiancée from her determination to become a missionary to the cannibals. Complications, of course, follow and the fun gets mighty fast and funny.

Adams is supported by Vera Steadman, Jimmie Harrison, Earl Rodney and Jack Duffy. The comedy was produced under the direction of Scott Sidney.

## NEW COMEDY HAS PLENTY OF HUMOR

(Newspaper review for use after showing  
of picture)

The Theatre has added a lot of humor to its bill this week in the form of a Christie Comedy called "Savage Love."

Jimmie Adams heads a cast of capable comedians, for grouped in his support are such well known Christie favorites as Jimmie Harrison, Vera Steadman, Earl Rodney, Harry Dinkinson and Natalie Joyce.

The picture embraces a novel plot and a lot of substantial laughs. Adams is cast as the unwilling friend who is prevailed upon to impersonate a cannibal for the purpose of persuading his friend's fiancée to give up her determination to become a missionary.

The plot is soon under way and the happenings are exquisite comedy. The action is faster than in recent comedies by Christie and the whole picture moves at a high speed. Scott Sidney directed and the story is by Keene Thompson.

## "LOGICAL STORY AND GAGS MAKE POPULAR COMEDY," SAYS CHRISTIE



JIMMIE ADAMS  
in a scene from  
"SAVAGE LOVE"

For Electro Order No. 3308-E  
For Mat (Free) Order No. 3308-M

## MAKE-UP APPLIED BY BUCKETFULS

(Prepared as advance publicity story)

Jimmie Adams, versatile Christie Comedian, experienced a new sensation while making his latest Educational-Christie Comedy, "Savage Love," which will be at the Theatre.

It so happened that he portrayed a cannibal role in "Savage Love" and each morning he was covered from head to foot with "bolomania" a dye which gave him a rich chocolate hue. Jimmie's body absorbed so much of the dark fluid which was poured on him in bucketfuls that he feels like a bottle of ink.

At first the make-up was applied to Jimmie's body with a brush, but this took so long that the "painter" finally devised a scheme of spraying Jimmie with the chocolate dye. This proved a greater time-saver, for Jimmie had to have this make-up applied almost every day during the several weeks "Savage Love" was in production.

## Experience Has Taught Veteran Producers Public Tastes

(Prepared as advance publicity story)

"I believe a logical basic story with many humorous situations interspersed with comical 'gags' to be the kind of comedy most in demand by the American people," says Al Christie, producer of the famous Christie Comedies and who is sponsor for "Savage Love," the Educational-Christie Comedy which will contribute the hilarity to the program at the Theatre starting.

The Christie brothers, Al and Charles, are perhaps the oldest comedy producers, in point of continuous service, in the motion picture business. Since the formation of the Christie Film Company, they have never produced a drama, and with few exceptions, their comedies have been in the popular one and two-reel lengths.

Comedies are as prepared as are those on the long dramatic features and the making of the short picture proceeds along identical lines with the production of the screen's most pretentious efforts. The years of experience in comedy making have given the Christie brothers a remarkable understanding of the sense of humor of the American theatre audiences and their fun films are built to please the greatest number of movie theatre-goers.

"Savage Love," with Jimmie Adams in the leading role, is a typical example of the Christie Comedy style. With beautiful settings and photography are combined hilarious situations and fast and clever action and the result is certain to be a laughing success.

## CHRISTIE STAR IS SONG WRITER

(Prepared as advance publicity story)

Jimmie Adams, featured comedian in the Educational-Christie Comedy, "Savage Love," which will be the comedy attraction on the bill at the Theatre, has recently received national recognition as a song writer. Among the most popular of his successes are "Down on the Farm" and "Carolina."

Jimmie possesses a good singing voice and has been heard many times "on the air" as he has rendered many of his selections before the microphone at radio station KFI at Los Angeles.

## EXHIBITORS MUST SELL IDEA OF COMPLETE ENTERTAINMENT TO SELL ADMISSION TICKETS

Every man is a salesman in a degree.

The man who goes from office to office trying to convince people to buy his wares is a salesman. But no less a salesman is the minister seeking to sell his congregation the idea of righteous living, or the lawyer trying to convince a jury of the innocence of his client. Both are salesmen, but they are selling ideas.

Salesmanship is applied in every business. The day laborer seeks to sell his services to his prospective employer. The doctor sells his advice to his patients.

Of course, salesmanship in its fundamental form is applied more to the barter and sale of actual merchandise than in any other business, but the exhibitor of motion pictures should be a high class salesman and should use high pressure methods to sell his wares.

The exhibitor is selling admission tickets. But in order to sell these tickets he must sell his prospective patrons at least one idea. That idea is that his

patrons are going to get a full evening's excellent entertainment in exchange for their money.

The exhibitor can't call on every one of his prospects. He must use some other means of selling. Advertising, particularly in newspapers, is the most effective method of reaching masses of people, so the wide-awake exhibitor uses the newspapers to get his sales message before the public.

The thoughtful exhibitor realizes that he is selling entertainment and advertises every item on the bill he is offering. He knows the Short Subject on his program is one of the most effective entertainment bits on his bill and he advertises it accordingly. He advertises ALL of his program and reaps the ultimate in returns from his efforts.

The little cuts below are made for your use in advertising this Christie Comedy. Secure them from your exchange in either electro or mat form. The mats are free.



One Column by One Inch "Ad" Cut  
For Electro Order No. 3309-E  
For Mat (Free) Order No. 3309-M



Two Columns by One and One Half  
Inch "Ad" Cut  
For Electro Order No. 3310-E  
For Mat (Free) Order No. 3310-M

For Three Column Cut on Page One Order  
Electro No. 3311-E Mat (Free) No. 3311-M

### ACCESSORIES

\* \* \*

Hand Colored Slides

Four Color One Sheets Four Color Three Sheets  
Duo Tint 11 x 14 Lobby Cards  
(Eight Cards to Set)

Black and White 8 x 10 Photos  
(Ten Photos to set)

One Column Newspaper Publicity Cuts and Mats  
One Column Star Cuts and Mats

One Column, One Inch, Newspaper "Ad" Cuts  
and Mats

Two Column, One and One Half Inch (Newspaper)  
"Ad" Cuts and Mats

Three Column, Six Inch, "Ad" Cuts and Mats  
(Mats Free)

And the Fullest Cooperation from Your Exchange  
(Cuts and mats must be ordered by number)

### CATCHLINES

#### For Newspaper "Ads"

Jimmie Adams in a hilarious two-reel Christie Comedy, "Savage Love."

\* \* \*

The fastest comedy Christie ever made—"Savage Love," with Jimmie Adams.

\* \* \*

Two reels of riotous laughter—"Savage Love" with Jimmie Adams and a big Christie cast.

\* \* \*

Jimmie Adams, Vera Steadman, Jimmie Harrison and a big cast in Christie's latest comedy, "Savage Love."

\* \* \*

Jimmie Adams as a home-made wild-man in "Savage Love," a two-reel Christie Comedy. It's a riot of fun.



REQUEST FOR RETURN OF COPYRIGHT DEPOSITS

Dated at

Wash. D.C.

Sept 15, 1924

Register of Copyrights,  
Library of Congress,  
Washington, D. C.

Dear Sir:

The undersigned claimant of copyright in the work herein named  
deposited in the Copyright Office and duly registered for copyright p  
tection, requests the return to him under the provisions of sections 59 and  
60 of the Act of March 4, 1909, of one or both of the deposited copies of the

*White Eagle* entitled *Savage Love -*

*Brigade Fight - Wild Horse - Old Indian - New Again.*

deposited in the Copyright Office on 9/15/24

ered

under Class....., XXc., No. <sup>©CIL 20567</sup>  
<sup>©CIL 20571</sup>

If this request can be granted you are asked and authorized to send  
the said copy or copies to me at the following address:.....

.....or

to.....

at.....

Signed

*W. H. ...*

(Claimant of Copyright)

(Sept., 1922—500)

SEP 16 1924

This document is from the Library of Congress  
“Motion Picture Copyright Descriptions Collection,  
1912-1977”

Collections Summary:

The Motion Picture Copyright Descriptions Collection, Class L and Class M, consists of forms, abstracts, plot summaries, dialogue and continuity scripts, press kits, publicity and other material, submitted for the purpose of enabling descriptive cataloging for motion picture photoplays registered with the United States Copyright Office under Class L and Class M from 1912-1977.

Class L Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi020004>

Class M Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi021002>



National Audio-Visual Conservation Center  
The Library of Congress